

## TEN REASONS TO REGISTER YOUR TRADEMARK

1. PRICE – It's not expensive (only a few hundred pounds for a UK Registered Trademark (RTM) in one class).
2. BUSINESS ASSET - It's an asset to your business, which looks good to investors and banks and for when you come to sell a product range and/or the business.
3. STRONGER - It's much stronger than relying on "passing-off" to stop others using the same or similar name or logo.
4. ® - You can legally use this symbol with your RTM. It is a criminal offence to use it without the trademark being registered.
5. INDIVIDUALITY – It provides a good deal of assurance that your trademark is unique.
6. DEFENCE – You cannot be found guilty of infringing someone else's RTM if you are merely using your own RTM.
7. COMPANY NAME/LOGO – can be protected with an RTM.
8. DOMAIN NAMES – can be protected with an RTM.
9. TWITTER NAMES – can be protected with an RTM.
10. PRODUCT NAME/BRAND NAME/LOGO – can all be protected with an RTM.